|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Private Label Portfolio Management | | | | | |
| Elecssories | | Pack-Format | Technology Level | Design Level | Quality-of-Raw-Materials |
| Brand | | | | | |
| ELAND5 | **ELAND5\_A** | ECONOMY | 5 | 5 | 6 |
| **ELAND5\_B** | ECONOMY | 5 | 4 | 5 |
| **ELAND1\_C** | STANDARD | 6 | 6 | 6 |
| EHAYA5 | **EHAYA5\_A** | STANDARD | 6 | 5 | 5 |
| **EHAYA5\_B** | PREMIUM | 7 | 7 | 6 |
| ELABO5 | **ELABO5\_A** | STANDARD | 6 | 6 | 5 |

Negotiation Agreements

Marketing

**I Private Label Portfolio Management**

Discontinue Variants

New Brands/Variants

I **New Variants of Existing Brands**

Modify Variant Specifications

Store Management

Market Research Orders

This decision form allows retailers to manage their private label product portfolio. More specifically, retailer can decide to discontinue specific SKUs, add new brands/variants, add new variants under existing brands and modify the specifications of variants in retailer’s private label portfolio. The product portfolio from the last period appears by default.

1. To discontinue an existing SKU, click on the SKU name.
2. To add a new brand/variant click on “Brand” button and enter the brand/variant name with specifications. The new brand/variant is highlighted in red.
3. To add a new variant under an existing brand, click on the brand name in the table, and enter the variant name with specifications. The new variant is highlighted in red.
4. To modify a variant’s specification, enter the desired spec value. However, the Pack-Format cannot be changed. The changes are highlighted in red.

Once the changes are made, click on “Validate Portfolio” button to confirm the product portfolio decision. If the portfolio (either of the categories or both) is not validated by the end of deadline (illustrated by the time-bar), the portfolio from previous period will be used by default.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
| HealthBeauties | | Pack-Format | Technology Level | Active Agent | Smoothener Level |
| Brand | | | | | |
| HOLAY5 | **HOLAY5\_A** | ECONOMY | 5 | 5 | 6 |
| **HOLAY5\_B** | ECONOMY | 5 | 4 | 5 |
| **HOLAY5\_C** | STANDARD | 6 | 6 | 6 |
| HEELY5 | **HEELY5\_A** | STANDARD | 6 | 5 | 5 |
| **HEELY5\_B** | PREMIUM | 7 | 7 | 6 |
| HALUC5 | **HALUC5\_A** | STANDARD | 6 | 6 | 5 |